

COMMUNITY

Summary

A strong sense of community is, by a factor of more than 4 to 1, the most mentioned theme in residents' visions for the future of Sedona. Residents believe that strengthening community can be achieved through incentives, opportunities, and places for chance encounters and purposeful gatherings.

Highlights

Incentives include:

- Ongoing multigenerational community events

Events should be integrated into many of the public spaces in the core of the community, not on the fringe.

There is strong support for bringing back the Cultural Park as a place for arts and culture and community events but this may be somewhat contradictory from a focus on community spaces closer to the community core.

- Ongoing public forums on community topics
- Volunteerism to meet community needs

Opportunities include:

- Urban paths connecting neighborhoods, businesses, and centers
- Public transit
- Shared gardens
- Workers live in the community

Some neighborhoods would benefit from neighborhood centers with a mix of uses and gathering place(s) that can help reduce the need for auto trips. The Harmony area has discussed a community center with neighborhood services, child care and education

Places include:

- Multi-generational recreation center
- A downtown
- Multiple town centers

There are many existing gathering places, but they lack good pedestrian connections and many are not truly public places.

There is a need for walk-able access between residential, business and community facilities. Pedestrian and bike paths need to be separated from the traffic, have shade and link to the creek. Amenities such as benches, water, maps, art displays and food should be part of the pedestrian fabric.

There should be several public space areas to provide as many access opportunities as possible within walking distance from neighborhoods (as opposed to one central plaza).

NATURAL BEAUTY

Summary

A Sedona Community Plan without reference to “Natural Beauty” would be like writing a romantic novel without a romance. It would have no meaning. Natural Beauty is the reason why so many of Sedona’s residents came here, and is why so many tourists visit. It drives the economy of the city and at the same time lures those who love the experience of a uniquely beautiful area. Much of the input regarding natural beauty involves the protection of it.

Highlights

- Oak Creek – Protect; develop a walk; enable folks to see it!
- Ensure USFS continues policy of no land trades in Sedona area.

West Sedona

- Keep buildings low so that views of the red rocks are not inhibited.
- Make area more attractive by planting more trees and giving more shade.
- Bury power lines, so that we can appreciate our natural beauty more.

Hiking Trails

- Need easier access to our trail system, so that Sedona’s natural beauty could be experienced easily by all.

Dark skies

- Importance of a dark sky policy and policing of areas, especially along 89A, where there some lights are not in compliance. Neighborhoods too should keep to the rules and ensure that outside lights are shaded.

Beautifying the City

- There should be no interference with the views. The natural beauty in and around Sedona should be enhanced, protected and left untouched.
- Signs, especially on 89A, detract from the beauty of our area.
- Sedona should reflect that very special place it has in Northern Arizona – a very unique city and the Plan should work to do that.

HOUSING AND NEIGHBORHOODS

Summary

There is a need to build a diverse community and housing that accommodates this diversity (age, income, etc.). Those that serve the community contribute more if they are able to live in the community.

The City should enable the development of more affordable housing choices through zoning and incentives. Density increases in some areas should be considered where auto dependence could be reduced. All types of senior housing are needed. The idea of multi-generational "co-housing" also has support.

There needs to be a balance in recognizing the potential for mixed use and re-development with the preservation of the most affordable, existing housing in neighborhoods closest to areas that can potentially re-develop with mixed use.

There is interest in developing neighborhood pocket parks and/or community gardens; neighborhood services within a walk-able distance, and in at least one neighborhood, their own "community center". Bike trails, urban pathways, sidewalks and connector streets are also desired.

Highlights – Housing

- More affordable housing
- Develop a program to restore artists/writers homes
- Senior housing/independent living/assisted living/Alzheimer's unit/daycare
- Hostel for back packers and younger tourists
- Improve the mobile home park on 89A
- No more grandfathering of colors and lights on houses
- More mixed occupancy types- houses, apartments, quality retirement housing
- Keep buildings low in height
- Mandate codes for accessibility
- Plan to have 2 out of 3 workers in Sedona living here by 2020
- Work with Habitat to build some affordable housing
- Introduce co-op housing
- More energy efficient housing
- Rebuild and revitalize housing in older areas like Harmony.
- Develop and enforce green building codes

Highlights - Neighborhoods

- More community gathering places/plazas
- More walkability/paths (not concrete sidewalks) connecting neighborhoods
- One main community recreation center
- Neighborhood community gardens/composting centers
- More intergenerational activities
- More neighborhood parks
- Community centers within neighborhoods
- Encourage mixed use neighborhoods – homes, apartments, stores, parks, public spaces
- Pedestrian and biker friendly neighborhoods
- Foster a sense of neighborhood by seeking to preserve old neighborhoods – like Harmony celebrating its 50th year; helping neighborhoods clean/spruce up; encourage neighborhood events like block parties and festival; form neighborhood associations and coalitions for better communication.

PARKS AND RECREATION

Summary

Existing parks are high quality, but are not very accessible by foot for most residents. They need to be interconnected with pedestrian/bike paths (a comprehensive urban trail system), separated from the SR 89A corridor. Connections are needed between Yavapai College, Posse Grounds and Jordan Park area in Uptown. *Although there is support for dark skies, there are some users that wish for more night-time ballfield and other park lighting.*

There may be a greater need for smaller parks/open space areas for people to connect and pocket park(s) on the Creek and SR 179. *However, not everyone supports pocket parks in neighborhoods.*

There is a need for more soccer/ballfield space, *but the option of locating these uses at the treatment plant site could be in conflict with the regional issue of maintaining open spaces between communities and providing walkable access to recreation within the community.*

There is a need to promote and protect the National Forest Trails system and maintain good access with adequate trailhead parking.

Highlights

- Pedestrian friendly sidewalks throughout the city (particularly between Uptown, Hillside, Tlaquepaque, Creekside and paths that could be used evenings).
- Hiking trails more accessible to seniors, handicapped.
- Biking trails more accessible to all levels of cyclists.
- Central "meeting place" for concerts, special events, community gatherings.
- Smaller neighborhood parks with many amenities. (Benches, fountains, walking trails). Park in uptown for families.
- Easier access to Oak Creek.
Develop a creek walk and park. Make the Creek a focal point for various community activities and create walking and bike paths parallel to it.
- Community recreation center for all ages.
- Passive recreation at wastewater treatment plant (fishing, bird-watching) or active recreation such as soccer and football.
- Year-round community pool usage.
- Other family-oriented recreational amenities: ice-skating rink, bowling alley, outdoor laser tag.

ARTS AND CULTURE

Highlights

- Culture is a little difficult to define, and clearly crosses several levels of our discussion. In Sedona, art and culture relate to the economy, recreation, community, and quality of community life.
- There is interest in an Art Museum.
- Performing arts, Music, Art Festivals, Film, and all manner of events and festivals are often identified as important. There is a keen memory of the Cultural Park and a desire to see it revived or possibly an "event park" or other place where festivals, events and entertainments might take place.
- There is a need for an appreciation of history.
- Events or festivals that convey cultural diversity and native American and indigenous people crafts and arts were suggested.
- Jordan Road could be re-shaped to be like "Canyon Road in Santa Fe" where there are numerous art galleries and shops.
- Coordinate arts events on the calendar.

SUSTAINABILITY AND THE ENVIRONMENT

Summary

Sedona should strive to become a self-sufficient City and an international model for sustainability with a sustainability-themed curriculum in its schools and strong community education on sustainable practices. Sedona will be learning center for sustainability, attracting young professionals with new ideas on renewable energy and alternative fuels. Sustainability also applies to the people and is a community project, not a special interest.

We may need to re-vision future transportation and lifestyle based on more expensive travel and delivery costs for goods. Conservation, re-use and reducing consumption should be pursued on all fronts. Alternative energy and local food production (Verde-Valley wide) will be very important. Although water is an issue for local food-production, regionally, irrigated lands and areas near the wastewater treatment plant could play a role and agricultural practices in arid climates. There is also strong support for community gardens.

Highlights

- Consider sustainability as an organizing principle for the Plan.
- The natural beauty of the area is our economic engine and its preservation should be at the forefront of our decision-making.
- Ensure green building practices through codes and incentives
- Water conservation through rainwater harvesting; recycled A+ wastewater; multi-purpose storm-water infiltration, use of grey water and xeriscaping.
- Community gardens in schools and neighborhoods
- Locally grown food in Sedona and the Verde Valley; put agricultural lands onto the city zoning map.
- Encourage renewable energy and recycling; require commercial uses to recycle; provide more neighborhood recycling for convenience and citywide composting.
- Develop ecotourism.

ECONOMY

Summary

The future economy of Sedona will continue to rely on tourism but this sector should expand to promote authentic eco-tourism and sustainable practices in hospitality, retail services, and special events. The economy can be diversified to create more stability and to attract and retain young professionals and families with a focus on Sedona's uniqueness and quality of life.

There should be mutual dependencies between communities (e.g. culture, jobs, medical care) that will be beneficial to the entire Valley (Sedona – Tourism, Cottonwood – Commercial hub/labor force, Camp Verde – agriculture). Regional collaboration is key as each community has different assets that help strengthen each. Other assets for Sedona could include the film industry and conference center. Sedona could also develop as a mainstream spiritual destination for health and wellness or even as an international campus for spiritual advancement. It could also aspire to be the center for stewardship of public lands.

We need to find ways to align regulations with promotion of a culture of home businesses; we also need an economic development plan with measurable goals and actions and resources to monitor and implement.

Highlights

- Create a diverse economy with solar and other types of green energy jobs.
- Attract higher education opportunities.
- Do something with the sewer plant land
- Promote local farms and food production
- Develop local neighborhood markets
- Provide affordable housing
- Develop Gateway Visitors Centers for western entry and north of Art Barn Rd.
- Create a Convention center, aim for multi-day tourists.
- Destination marketing.
- Alter the demographics of our tourists: strive for more ecotourism. Market to the type of tourist we want: stewards of the land, art & culture lovers.
- Imagine a Sedona that retains its small business atmosphere and unique independent shops.
- Focus on needs of visitors: inviting environment, easy access and accommodation; alternate recreational and transportation opportunities, good signage, professional assistance.
- Preserve Sedona as an "art community". OR a "retirement community".
- Integrate tourists and residents.
- Develop a film museum and an art museum.
- Create a central office facility with shared conference room and services for Sedona businesses that run out of the home.

CIRCULATION

Summary

Traffic congestion is a central issue with traffic backups in the Canyon and Uptown of particular concern. A combination of transit and both vehicular and pedestrian alternative routes is needed. Other suggestions have included pedestrian bridges and parking garages.

Better off-highway connections are needed south of SR 89A in west Sedona and alternative bike and pedestrian routes connected to pedestrian-oriented nodes.

We need a comprehensive transit system that moves both visitors and residents; this will help both groups see a different side of the community. Strategically-placed park and ride facilities throughout the community can help get visitors out of their cars and provide better transit accessibility for residents. There is a need for regional links and a special focus on seniors' needs. Should also move toward use of electric vehicles within the City.

For SR 89A in west Sedona, there is a need for better, safer ways for pedestrians to cross and making the corridor itself more pedestrian-friendly is critical for increasing safety. Medians, roundabouts, other access-control measures and parking interconnections need to be pursued.

Highlights – What We Could Be

- Guiding Principles to Future Circulation Planning
 - Sedona embraces human-scale versus car-scale planning.
 - Design elements communicate that people, not cars, live here.
 - Sedona has a vibrant street community'.
 - West 89A is a humanized' boulevard.
 - We offer multi modal opportunities -walk, drive, bus, bike.
- Pedestrian Circulation
 - Walkable spaces are woven into our townscape.
 - Everyone can walk to a public square or plaza.
 - Sedona has a legible urban trails system used for functional connections and recreation.
 - Pathways lead to creek-side parks and quiet nature areas.
 - We have a pedestrian underpass between Hillside and Tlaquepaque.
 - Jordan Road is a walking route with a concentration of galleries, cafes - like Santa Fe's Canyon Road.
 - 89A and 179 have many ways for pedestrians to cross safely.

- Automobile Circulation

- Road extensions connect more of Sedona's residential areas together.
- West Sedona has roundabouts.
- West Sedona has some medians and possible roundabouts other access control measures to reduce friction.
- Better off-highway connections south of 89A
- What about a road and bridge to drive through Red Rock Crossing?
- What about a new road crossing at Chavez to connect to Poco Diablo?
- What about paving Schnebly Hill Road all the way between Sedona and I-17?
- What about a park 'n ride at the sewer plant (why drive out there to park?)?
- More parking at trailheads and in the Canyon?

- Parking & Transit

- Sedona has parking at the perimeter of the city with transit into town.
- Parking lots are interconnected to minimize the need to drive back onto 89A.
- Parking is available at key transit plazas to encourage use of shuttle.
- We have a multi use parking area that accommodates tour bus drop-off, RV's and transfers to transit (it also serves events as a staging area).
- Mobility for seniors and youth is served by transit.
- Electric transit buses serve the town.
- Transit connects Sedona with the VOC and the rest of the Verde Valley and Flagstaff.

- Bicycle Circulation

- Bike lanes on 89A encourage more bicycle riders.
- Bikes have routes to connect through neighborhoods to avoid 89A.

HEALTH, SAFETY AND SERVICES

Summary

There is an expressed need for adequate local medical care facilities (expand the Sedona Medical Center) and more senior health care including services, mobility and infrastructure. Another option discussed is an alternative healing arts facility.

A homeless shelter is needed and access to more affordable daycare.

Better flood hazard mitigation is needed to counter flash-floods in washes. Should consider multi-use detention upstream of subdivisions.

Highlights

- Create more places for pedestrians to safely cross 89A; add safety islands.
- Build sidewalks on roads with lots of foot traffic.
- Make Hwy 89A safer for bicyclists.
- Eliminate "suicide" lanes on 89A.
- Eliminate traffic backups into Sedona from 179 and the canyon.
- Acquire the best emergency preparedness tools.
- Teach emergency procedures, including help for elderly or home-bound.
- Improve fire-fighting capability with water storage tanks on Table Top Mesa.
- Prevent flash flood damage, possibly with retention ponds.
- Improve city response to street and culvert maintenance.
- Expand medical facilities and services in the region, including alternative healers.
- Provide shelter for the homeless and traveler aid.

EDUCATION

Summary

A quality education at all levels has been expressed including local community college expansion or satellite campus. Sedona should be known for green technology, agricultural and environmental education. Thriving arts and performance programs, trades and computer classes, senior studies, counseling, psychology, physical therapy and English - language programs have also been discussed.

Highlights

- Need our educational system to bring out the creativity of every child.
- More inter-generational activities – seniors mentoring, youth visiting seniors, etc.
- Sedona should be a learning center for the arts and other disciplines
- College expansion – be more of a university town/more NAU involvement
- Make all the schools green
- Make the opportunity available for students to work in our neighborhoods
- Need for a better educated population – not enough resources – only 1 newspaper
- Sedona should become an education center – maybe for green technology/agriculture, sustainability
- Expand idea of Citizens Academy to the general public

TOWN CHARACTER

Highlights

- Keep small town, rural feel.
- No tall buildings.
- Encourage small, distinctive business: no big box stores or huge shopping malls.
- Make Sedona more “walkable” and de-emphasize automobiles:
 - Walkways between Hillside and Tlaquepaque
 - Creek walk along part of Oak Creek
 - Artistic benches, water fountains, low shade trees along walkways, 89A
- Focus more on residents, less on tourists.
- Need a town center.
- Focus beautification improvements in west Sedona.
- Replace current signage with a distinctive design.
- Put power lines underground.

